



CASE STUDY

PATIENT CONNECT

BACKGROUND

The Northeastern region of the United States is a fiercely competitive healthcare market given the density of top-ranked health systems in the region. Most patients are within driving distance of multiple top systems which means they have numerous options when searching for a new healthcare provider. Our client, a highly ranked cancer center in the region, was seeking to promote its oncologists and capture a greater share of oncology patients in the area. To do so, they partnered with Doximity & U.S. News to expand their patient-facing digital presence on both platforms.

Recent studies have shown that 80% of patients conducted a health-related search online within the past year and that over half of the visitors to a hospital's website began their search on another website. A hospital's brand always begins on its own website, however a multi-channel approach is needed to capture the widest breadth of patients

PATIENT CONNECT

Doximity, in partnership with U.S. News, offers hospitals & health systems the chance to reach 10 million unique patients who research physicians on Doximity & U.S. News each month. With 77% of our 10 million unique visitors researching specialist physicians, we capture the highest value consumers seeking a new healthcare provider during the critical decision-making process. There's no need to install new software or to build and integrate a new scheduling system as we route patients from Doximity and U.S. News directly to your existing scheduling system.

We partnered with our client to feature 50 oncologists as part of a Patient Connect program, ensuring their profiles contained key information patients seek when selecting a specialist. The oncologists received premium placement on usnews.com, driving a larger share of patient traffic to their profile pages. Finally, we added appointment scheduling functionality to each oncologist's profile that routed patients into the client's call center and online booking system. Because Patient Connect does not require any new systems or technical integrations, the entire launch process was just a matter of days with a minimal lift from the client.

NOTABLE RESULTS:

15:1

Return on Investment

127

Average new patient opportunities monthly

100%

of participating physicians saw a new patient opportunity

ABOUT US

Doximity is the largest secure medical network with over 1.8 million verified members, enabling collaboration across specialties and every major medical center. Our members can search and find any clinician, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits with patients. Doximity partners with over 200 organizations, including all of the top 20 U.S. News & World Report Best Hospitals, to foster marketing opportunities within the medical community.

RESULTS

Over the course of the Patient Connect program, the 50 featured oncologists averaged over 1,700 total page views per month; 2x the average number of page views for typical physician profiles on Doximity & U.S. News. The program drove increased patient traffic to the oncologists' profile pages by providing premium positioning in search results and also while viewing a competitor's profile.

Of patients who viewed a physician profile, 8% either clicked or called to schedule an appointment. By setting up a unique tracking URL, the client was able to specifically identify patients utilizing the online scheduling platform that came from Doximity & U.S. News. This resulted in an average of over 127 new patient opportunities monthly with 100% of the participating oncologists receiving at least one new patient opportunity.

Based on patient value benchmarks from the Advisory Board Company, the average new oncology patient generates \$3,552 in downstream revenue during the first month of becoming a new patient and \$14,683 during the first 6 months. Leveraging these value benchmarks, the Patient Connect program delivered an 11:1 ROI for the client.

KEYS TO SUCCESS

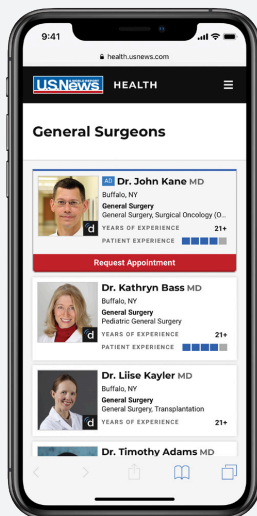
Look Your Best: Ensure that your providers are being properly presented. Some of the simplest things are the most important to an undecided consumer and go a long way towards not losing them to a competitor. Make sure your physicians' profiles include a professional photo, details about the types of patients they treat and the ability to easily book an appointment.

Offer A Choice: If your hospital offers appointment scheduling by phone and also online, give patients on U.S. News and Doximity the choice to schedule via both methods. Remember, there's no need to install software or integrate with a new system; we simply route relevant patients into your existing scheduling systems. Providing both scheduling options will allow you to capture more new patients by catering to individual preferences.

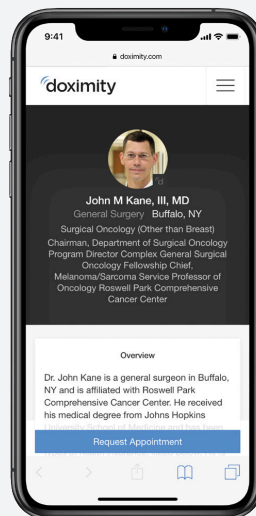
Be First in Market: Because Patient Connect is a relatively new offering, many of the top markets represent a whitespace opportunity on Doximity & U.S. News. Being the first client in a market means that your specialists will capture a large portion of relevant patient traffic in that market by receiving premium placement in relevant search results and on competitive physicians' profile pages.

HOW IT WORKS

Elevate Your Physicians on U.S. News & Doximity



Add a Call-To-Action for Patients



Drive Patients to Your Scheduling Channel

